

Rep Order# 6831602 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104088 Printed: 07/06/2012 2:30 PM 1 of 5
 EC'd Yes Last Received: 07/06/2012 9:15 AM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () CROSSROADS GPS
 Product Crossroads GPS
 Estimate# 754
 Buyer Emily Milhoan
 Phone#
 Fax#
 Agency () CROSSROADS MEDIA
 66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 12/1/754
 Flight Dates 07/27/2012 - 08/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/29-07/29	1	1	1	\$150.00	
	2	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/30-07/30	1	1	1	\$150.00	
	3	TU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/31-07/31	1	1	1	\$150.00	
	4	W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/01-08/01	1	1	1	\$150.00	
	5	TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/02-08/02	1	1	1	\$150.00	
	6	SU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/05-08/05	1	1	1	\$150.00	
	7	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/06-08/06	1	1	1	\$150.00	
	29	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/27-07/27	1	1	1	\$400.00	
	30	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/30-07/30	1	1	1	\$400.00	
	31	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/31-07/31	1	1	1	\$400.00	
	32	W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/01-08/01	1	1	1	\$400.00	
	33	TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/02-08/02	1	1	1	\$400.00	
	34	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	
	35	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/06-08/06	1	1	1	\$400.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	66	F	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/27-07/27	1	1	1	\$700.00	
	67	M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
	68	TU	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
	69	W	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
	70	TH	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
	71	F	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
	72	M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
	73	F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/27-07/27	1	1	1	\$700.00	
	74	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
	75	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
	76	W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
	77	TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
	78	F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
	79	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
	80	F	7A-9A	TODAY SHOW	:30	\$1,400.00	07/27-07/27	1	1	1	\$1,400.00	
	81	M	7A-9A	TODAY SHOW	:30	\$1,400.00	07/30-07/30	1	1	1	\$1,400.00	

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	82	TU	7A-9A	TODAY SHOW	:30	\$1,400.00	07/31-07/31	1	1	1	\$1,400.00	
	83	W	7A-9A	TODAY SHOW	:30	\$1,400.00	08/01-08/01	1	1	1	\$1,400.00	
	84	TH	7A-9A	TODAY SHOW	:30	\$1,400.00	08/02-08/02	1	1	1	\$1,400.00	
	85	F	7A-9A	TODAY SHOW	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
	86	M	7A-9A	TODAY SHOW	:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
	87	F	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/27-07/27	1	1	1	\$700.00	
	88	M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
	89	TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
	90	W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
	91	TH	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
	92	F	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
	93	M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
	94	F	5P-630P	EARLY NEWS	:30	\$1,000.00	07/27-07/27	1	1	1	\$1,000.00	
	95	M	5P-630P	EARLY NEWS	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
	96	TU	5P-630P	EARLY NEWS	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	
	97	W	5P-630P	EARLY NEWS	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
	98	TH	5P-630P	EARLY NEWS	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	

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	99	F	5P-630P	EARLY NEWS	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	
	100	M	5P-630P	EARLY NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
	108	SA	6A-7A	NEWS 3 AT SUNRISE NO PROGRAM 7/7,7	:30	\$350.00	07/28-07/28	1	1	1	\$350.00	
	109	SA	6A-7A	NEWS 3 AT SUNRISE NO PROGRAM 7/7,7	:30	\$350.00	08/04-08/04	1	1	1	\$350.00	
	121	SA	9A-930A	NEWS 3 TODAY/WKEND NO PROGRAM 7/28	:30	\$500.00	07/28-07/28	1	1	1	\$500.00	
	122	SA	9A-930A	NEWS 3 TODAY/WKEND NO PROGRAM 7/28	:30	\$500.00	08/04-08/04	1	1	1	\$500.00	
	127	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	07/28-07/28	1	1	1	\$650.00	
	128	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	08/04-08/04	1	1	1	\$650.00	
	140	F	730P-12A	OPEN CEREMONIES	:30	\$10,000.00	07/27-07/27	1	1	1	\$10,000.00	
	141	M-SU	12A-1239A	NEWS AFT OLY	:30	\$1,000.00	07/30-08/05	7	1	7	\$7,000.00	
	142	M	12A-1239A	NEWS AFT OLY	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
	143	M-F	9A-4P	OLY DAYTIME	:30	\$1,200.00	07/30-08/03	5	1	5	\$6,000.00	
	144	SU	7A-6P	OLY WEEKEND	:30	\$1,700.00	07/29-07/29	2	1	2	\$3,400.00	
	145	SA	5A-6P	OLY WEEKEND	:30	\$1,700.00	07/28-07/28	3	1	3	\$5,100.00	
	146	M-SU	7P-12A	OLY PRIME	:30	\$6,000.00	07/30-08/05	1	1	1	\$6,000.00	
	147	M-TH	135A-459A	OLY RPT	:30	\$200.00	07/30-08/02	1	1	1	\$200.00	

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---REPORT TOTALS---
 Report Totals: 76 / \$77,050.00

---SALES MONTHLY TOTALS---

Jul 12:	16 / \$25,050.00	Aug 12:	60 / \$52,000.00
Sales Totals:	76 / \$77,050.00		
Station Totals:	76 / \$77,050.00		
Lines not sent/rcld/rtrn:	0 / \$0.00		

---COMPETITIVE---
 Market Totals \$248,548

CATV 0%	KBIR 0%	KINC 0%	KLAS 30%	KSNV 31%
KTNV 20%	KTUD 1%	KVCW 0%	KVMY 1%	KVVU 17%
XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books JUL12	
Demos RA35+	

--- CREDIT RISK ---
 CASH IN ADVANCE